

ABSTRACT OF THE DISCLOSURE

A service providing server 100 provides information on goods and the like to an information brokering server 200, and stores it in an information storing part 210 (1). An information brokering part 220 receives an
5 information search request from a user terminal 300 (2), searches the information storing part 210 for the corresponding information (3), brokers the information to the user terminal 300, gives the information search request and the contents of information brokering to a user access information control
10 part 230 (5), creates user access information to the information brokering server 200 in an evaluating part 231, and notifies the service providing server 100 of the user access information. An incentive adjusting part 120 adjusts an incentive in accordance with the user access information (7), and an
executing part 130 receives user ID information and a user request (8), and executes processing in accordance with the contents of the incentive (9).

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